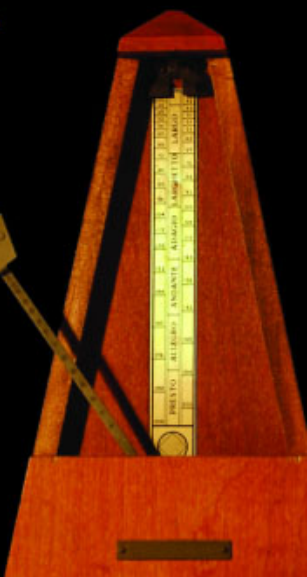




# Don't Miss a Beat... Tune Up Your Skills

38th Annual  
Conference

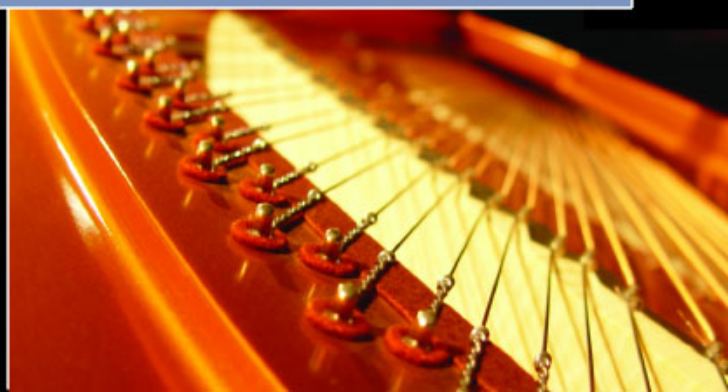
August 10-12, 2006



Presented by the Association of  
California Symphony Orchestras

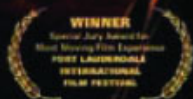
Hyatt Regency Hotel and  
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# PIAF

HER STORY...HER SONGS



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**RAQUEL BITTON**

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**Raquel Bitton**, the star of "**Piaf...Her Story...Her Songs**" (Lionsgate films), resides in the San Francisco Bay Area.

She has sold out numerous symphony halls across North America, including Carnegie Hall 3 times.

For reviews, please visit [www.raquelbitton.com](http://www.raquelbitton.com)

Orchestrations available for full symphony orchestra.

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[Sparrowprdct@aol.com](mailto:Sparrowprdct@aol.com)

**(415) 883-3393**



Welcome to the capital city of the most artistically varied and orchestrally rich state in the country and one of the musically richest areas of the world. It is my pleasure to welcome you all to this ACSO Conference and I look forward to sharing ideas with all of you.

The complicated history of orchestral music in the Sacramento region makes it a very logical place to gather and discuss the successes and failures of the past and the extraordinary opportunities we must all take advantage of so that we might realize the bright future I see for our art form.

The reason live concerts will never be obsolete is that there is no adequate substitute for the gathering of people together to make and hear music. Similarly, it is vital that we all come together to discuss our unique issues as orchestras. It will allow us to return to our jobs with new enthusiasm.

The entire Sacramento Philharmonic family welcomes you and your ideas to this family reunion.

**Michael Morgan**

*music director, Sacramento Philharmonic*

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On behalf of your colleagues on the ACSO Board, I welcome you to Sacramento and ACSO's 38th Annual Conference.

By now you have all read the news in *The New York Times* and *Wall Street Journal* that American

symphony orchestras are again on the rise. We're proud of the fact that many are now recognizing the groundbreaking work of California orchestras as the model for a new century, and this week we celebrate your accomplishments.

Integral to this week's proceedings is our visit to the Capitol on Thursday afternoon. ACSO legislative liaison, Lisa Caretto, and a brilliant team of her colleagues will prep us for our small-group meetings with legislators in our state capital. This is our opportunity to have our message be heard—*en masse*—and to spend a few minutes of our year advocating for a renewed California Arts Council and state support of symphony orchestras of all sizes.

Your attendance here this week matters most, and we appreciate your continued support of ACSO and its mission to assist, educate and advocate on behalf of classical music providers in our great state! Enjoy the Conference!

**Robert A. Birman**

*president, ACSO Board of Directors*

# INCREASE YOUR CONTACT RATES!

**CALL MANAGER**, a dynamic innovation from SD&A, has helped our symphony orchestra clients increase their campaign contact rates by an average of 64%!



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at (678) 904-1583 or [mjavans@sdatel.com](mailto:mjavans@sdatel.com)



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## Wednesday, August 9, 2006

- 3 – 4:30 pm ACSO Board Meeting
- 5 – 7 pm Registration & Vendor Set-Up  
Resource Room Open • Convention Center

## Thursday, August 10, 2006

- 8 am – 4 pm Registration & Resource Room Open • Convention Center
- 9 – 9:45 am Conference Orientation
- 9:45 – 10:45 am ACSO Annual Meeting • MVP Awards
- 11 am – 1 pm Musical Chairs: Peer Forums
- 1 – 1:45 pm Legislative Briefing
- 2 – 3 pm General Session: ARTS—Necessity or Luxury?
- 3:15 – 5 pm Capitol Visits
- 5 – 6:30 pm An Insider's Tour of the Capitol • Welcome Reception
- 6:30 – 7:30 pm Dinner on your own, networking, personal meetings
- 8 pm *The Music Man* • California Musical Theatre's Music Circus

## Friday, August 11, 2006

- 8 am – 4 pm Registration & Resource Room Open
- 8:30 am – 12 pm Power Seminar for Trustees: Change & Success in the Midst of Chaos
- 8:30 – 10 am
  1. Paint and Sell It: Special Event Fundraising
  2. Youth Tutti
- 10:30 am – 12 pm
  1. Meet the Funders
  2. Volunteers: Waiting in the Wings or Out the Door?
  3. A Connoisseur's Guide to Artist Bookings
  4. Audience Surveys Can Tell the Story
- 12 – 2 pm Luncheon with guest speaker Wayne S. Brown
- 2:30 – 4 pm
  1. Contemporary Composers • Can "New Music" Intrigue Your Old Audience and Attract Newcomers?
  2. Viral Marketing
  3. Donor Confidential: Approaches and Techniques
- 6:30 – 7:45 pm Dinner at the Roundhouse, California State Railroad Museum, Old Sacramento
- 8 – 9:30 pm "California Compositions" • The Jon Jang Seven; members of the Sacramento Philharmonic

## Saturday, August 12, 2006

- 8 am – 12 pm Registration & Resource Room Open
- 9 – 11 am Volunteer Skillbuilding Seminar
- 9 – 10:30 am
  1. Minding the Money: The Buck Stops With the Board
  2. Room For One More?
  3. Everyone's a Critic!
- 10:45 am – 12 pm
  1. Campus Classics
  2. STATE of Mind
  3. Board 101: Essential Board Governance
- 12 – 2 pm Luncheon with guest speaker John Buckman
- 2:15 – 3:30 pm Research, Analyze, Action!
- 3:45 – 5:45 pm Mozart and Merlot—A Classic Pairing: How Music Changes the Taste of Wine



**Jane Hill, 2006 Conference chair**  
*executive director, Sacramento Philharmonic*

Members of the ACSO Conference Committee

Karine Beesley, chair, Musical Drawing

Debbie Chinn, chair, Connoisseur's Collection

Cynthia Shilkret, chair, Conference Sponsors

Members of the Sacramento Philharmonic League

Natalie Duke, volunteer, American Cancer Society

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Wendy Hand, The Meetings Network

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*Special thanks to the following friends of ACSO who have provided in-kind services or merchandise during the year or for the 38th Annual Conference.*

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- Café Buenos Aires, Santa Barbara
- California Shakespeare Theater
- California Symphony
- Coachman's Inn, Carmel
- Dimple Records, Sacramento
- E. & J. Gallo Winery
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- Four Points by Sheraton, San Rafael
- JD Franz Research, Inc.
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- Los Angeles Chamber Orchestra
- Los Angeles Philharmonic, Hollywood Bowl
- Lucchesi Vineyards & Winery
- Macy's
- Marin Symphony
- Mixx Restaurant, Santa Rosa
- Modern Tea, San Francisco
- Monterey Bay Aquarium
- Monterey Symphony
- New West Symphony
- Oakland Chamber of Commerce
- Ojai Music Festival
- Pacific Chorale
- Pacific Symphony Orchestra
- Patron Technology
- Philharmonia Baroque Orchestra
- Rocky Point Restaurant, Carmel
- Sacramento Philharmonic
- San Francisco Ballet
- San Francisco Symphony
- San Luis Obispo Symphony
- Santa Barbara Symphony
- Santa Rosa Symphony
- Sea Pines Golf Resort, Los Osos
- See's Candies
- Shari's Berries, Sacramento
- Sheraton Grand Hotel, Sacramento
- Cynthia Shilkret
- George Sinclair
- Skip's Music, Sacramento
- South Coast Plaza, Orange County
- Super Shuttle
- Trader Joe's
- Upham Hotel, Santa Barbara
- Walnut Creek Marriott
- Westin South Coast Plaza Hotel





## Registration, Tickets and Resource Room

### Convention Center 202

## Hours: Registration and Vendor Set-Up

Wednesday, August 9	5:00 pm - 7:00 pm
Thursday, August 10	8:00 am - 4:00 pm
Friday, August 11	8:00 am - 4:00 pm
Saturday, August 12	8:00 am - 12:00 pm

Conference registration and special event tickets can be paid for by cash, check, VISA or MasterCard. Make checks payable to ACSO. Tickets for meals or concerts cannot be exchanged or refunded.

## Resource Room

- Orchestra Brochures
- Artist Manager Brochures and Rosters
- Vendor Information
- Computer Information
- The Tuneful Boutique
- Registration Desk
- Advocacy Information Desk

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## Tuneful Boutique

*Don't forget to shop at the Tuneful Boutique*

### All Proceeds Benefit ACSO

Thank you to the many organizations who have donated clever and interesting items to the Tuneful Boutique. We are delighted to showcase your orchestra's wares.

### **PLEASE WEAR YOUR NAME BADGE AT ALL TIMES**

while in the hotel or attending activities at any of the other venues. You must be a registered Conference delegate to attend sessions. We recommend that you do not wear your name badge while walking outside.



## *Weekend Idylls & Shopping Extravaganza*

Be wise—take a chance on this year's Musical Drawing, featuring exotic concert/hotel packages, sumptuous gift baskets and extravagant shopping sprees. All concerts are compliments of ACSO member orchestras. Proceeds from the drawing support essential services provided to orchestras in the state of California and the region, including consulting services, technical assistance, conferences, and workshops.

*The drawing is during lunch on Saturday—need not be present to win.*

Tickets: \$10 each; 3 for \$25, 6 for \$50, 10 for \$75

### **PRIZES INCLUDE .....**

- Weekend package with the California Symphony in idyllic Walnut Creek including concert tickets, overnight at the elegant Walnut Creek Marriott and a bottle of wine!
- Weekend package in San Luis Obispo, just minutes from the sand and sea, includes concert tickets to the San Luis Obispo Symphony, a round of golf for two, plus dinner and overnight at the Sea Pines Golf Resort in Los Osos.
- Two tickets to a celebratory concert by the Pacific Symphony during their inaugural season in the new Renee and Henry Segerstrom Concert Hall.
- Two orchestra seats to the Sacramento Philharmonic's "Gold Mountain" series concert Saturday, January 13, 2007 at the Mondavi Center, Davis and a one night stay at the Sheraton Grand Sacramento Hotel.
- Two orchestra seats to the Sacramento Philharmonic's "Gold Mountain" series concert, Saturday, April 28, 2007, at the Community Center Theater, Sacramento and Sunday brunch in Vines Restaurant at the Sacramento Hyatt Regency Hotel.
- \$500 Shopping Spree at fabulous South Coast Plaza (Orange County).
- A framed 11x14 black and white photo of Rudolf Nureyev and Dame Margot Fonteyn in the frenzy scene from *Giselle* from the collection of ACSO Board Member Cynthia Shilkret.
- A pair of tickets to any of the Santa Rosa Symphony's 06-07 classical series concerts and dinner for two at Mixx's, a fine Italian restaurant in Santa Rosa's Railroad Square.
- Two or four tickets to Pacific Chorale's April 21, 2007 concert in the new Segerstrom Hall, Ralph Vaughan Williams *Sea Symphony* plus Golijov's *Oceana*. Includes backstage passes and CDs.
- A Box for four at the spectacular Hollywood Bowl for September 5, 2006, with the incomparable Los Angeles Philharmonic.
- Two tickets to the California Shakespeare Theater for its 2006 season (expires Oct. 15, 2006), plus a picnic dinner for two.
- Tighten up your board skills with a "Board Effectiveness Evaluation" consultation for your orchestra donated by the Arts Consulting Group, value \$2,500.
- Two tickets to a San Francisco Ballet performance in February 2007.



## ***Become the toast of your social circle!***

Here's the chance of a lifetime to jumpstart your own wine cellar or take your existing collection to new levels. ACSO Board members have selected an exquisite array of 24 fine wines from their private collections for this exclusive opportunity drawing. Many of these wines are hard to find, eclectic, and a must-have for the oenophile or the budding sommelier in your family. Chances for this Connoisseur's Collection are \$100 each. Only 52 tickets will be sold, so your odds of winning are far better than becoming the next American Idol, Survivor, or Apprentice—and your friends will be just as impressed.

***The drawing is during lunch on Friday—must be present to win.***

*Be sure to visit the wine bin display in the Resource Room at the Conference to view the selections. The winner has the option of taking all wines home after Conference or having them shipped to home/office.*

**Tickets: \$100 each**

- 
- Two tickets to any 2006-07 performance by the world-renowned Los Angeles Chamber Orchestra.
  - Two certificates for two seats each to the New West Symphony's Masterpiece Series, orchestra seats.
  - Two series lawn tickets for the 2007 Ojai Music Festival featuring Pierre Laurent-Aimard as music director, Saint Paul Chamber Orchestra, Nexus percussion ensemble, and the Buggallo-Williams Piano Duo.
  - A spectacular Monterey weekend includes two nights at the Coachman's Inn in Carmel October 14 & 15, 2006 with box seats at the Monterey Symphony's concert on Sunday, October 15. Package includes dinner for two at Rocky Point Restaurant on Saturday October 14th, an incredible ocean-view dining spot on the Central Coast, and passes to the acclaimed Monterey Bay Aquarium.
  - Escape to beautiful Marin County. Package includes two premium seats to any Marin Symphony subscription concert with admittance to the Conductor's Club Reception, overnight stay at Four Points by Sheraton, San Rafael and two Marin Symphony t-shirts.
  - Two tickets to the renowned San Francisco Symphony during its 2006-07 concert season (based on availability).
  - Two tickets to the Santa Barbara Symphony with an overnight stay at the charming Upham Hotel.
  - Tickets for two to any 2006-07 performance of Cal Performances in Berkeley based on availability.
  - A \$25 gift certificate at Modern Tea in San Francisco's Hayes Valley, serving organic coffee/tea shop/American Bistro.

*Disclaimer: Out of respect to our donors, prizes are not transferable. All concerts and hotel rooms subject to availability.*

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# Schedule of Events



## Wednesday, August 9, 2006

3:00 - 4:30 pm

### ACSO Board Meeting

Hyatt Regency Hotel, Sequoia Room, Second Floor

5:00 - 7:00 pm

### Registration and Vendor Set-Up • Resource Room Open

Convention Center 202

## Thursday, August 10, 2006

8:00 am - 4:00 pm

### The Mother Lode: Registration and Resource Room Open

Convention Center 202

It's THE place to be whenever you have a free moment. The Resource Room is a gold mine of opportunity, where we meet to learn and share, discover and dream.

COFFEE BREAK SPONSORED BY **SCHWEICKERT & COMPANY**

9:00 - 9:45 am

**NEW DELEGATES**

### Details, Details, Details: Conference Orientation

Convention Center 205

One thing that makes this Conference different from any other is the emphasis on the personal touch. If you've never attended an ACSO Conference—or it has been awhile since you last participated—take advantage of our orientation and learn how to make the most of your Conference experience.

*Sandi Sigurdson, executive director, San Luis Obispo Symphony*

SPONSORED BY THE **SAN LUIS OBISPO SYMPHONY BOARD OF DIRECTORS**

9:45 - 10:45 am

**ALL**

### The Association of California Symphony Orchestras' Annual Meeting

Most Valuable Player Awards

Convention Center 204

WELCOME: *David Lindgren, president, Sacramento Philharmonic*  
*Robert A. Birman, president, Association of California Symphony Orchestras*

SPONSORED BY **BMI**

11:00 am - 1:00 pm

ALL

## Musical Chairs: Peer Forums and Lunch

**Convention Center 202 for room assignments**

*Pick up your lunch in the Resource Room lobby*

Grab a chair at one of the tables and join your peers at this once-a-year unparalleled opportunity to build your network by meeting, mingling, and exchanging information with your colleagues. This is not a presentation with a speaker; it is a participatory roundtable for staff and volunteer peers. You may be asked to split off into different groups if there are more than 10 at each table.

### Peer Forum Tables

- 1 **Managers with budgets over \$1 million** .....  
Noralee Monestere, *executive director, Marin Symphony*
- 2 **Board Members with budgets over \$1 million** .....  
David Lindgren, *president, Sacramento Philharmonic*
- 3 **Managers with budgets from \$500,000 to \$999,999** .....  
Parker Monroe, *executive director, New Century Chamber Orchestra*
- 4 **Board Members with budgets from \$500,000 to \$999,999** .....  
Jim Black, *president, San Luis Obispo Symphony*
- 5 **Managers and Board Members with budgets \$300,000 to \$500,000** .....  
Keith Herritt, *executive director, North State Symphony*
- 6 **Managers and Board Members with budgets under \$300,000** .....  
Roberta McClellan, *general manager, Camellia Symphony Orchestra*
- 7 **Marketing Directors/Staff** .....  
Lisa Desfaugeres, *director of marketing, Modesto Symphony*
- 8 **Public Relations Directors/Staff** .....  
Rachel Roe, *associate director of public relations, Los Angeles Philharmonic*
- 9 **Development Directors/Staff** .....  
Ken Ingraham, *development director, Oakland East Bay Symphony*
- 10 **Operations/General Managers** .....  
Jeff Phillips, *artistic administrator, Philharmonia Baroque Orchestra*
- 11 **Finance/IT Staff and Volunteers** .....
- 12 **Education Volunteers and Staff** .....  
Jaime Lewis, *music education director, San Luis Obispo Symphony*
- 13 **League and Guild Volunteers** .....  
Wendy S. Lalanne, *president, Santa Rosa Symphony League*
- 14 **Youth Orchestra Staff and Volunteers** .....  
Anne Oncken, *executive director, Sacramento Youth Symphony*
- 15 **Festivals/Volunteers and Staff** .....  
Jeff Haydon, *executive director, Ojai Music Festival*
- 16 **Conductors** .....  
Michael Neumann, *music director, Sacramento Youth Symphony*
- 17 **Chorus Volunteers and Staff** .....  
Kelly Ruggirello, *president, Pacific Chorale*
- 18 **Box Office Managers/Staff** .....  
Kara Grizzell Whittington, *box office manager, Santa Rosa Symphony*

**\$ ADVANCE REGISTRATION REQUIRED**

SPONSORED BY **ASCAP**

## Inside Information: Legislative Briefing

### Convention Center 202

Things happen fast at the Capitol. Attend this legislative briefing to make sure you and your group of delegates have the latest information to present to your legislators.

**Lisa Caretto**, *president, California Arts Advocates*

**Kathryn Lynch**, *lobbyist, Lynch & Associates*

**Dalouge Smith**, *president/ceo, San Diego Youth Orchestra*

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ALL

## General Session

2:00 – 3:00 pm

### ARTS: Necessity or Luxury?

#### Convention Center 204

No taxation without representation, right? A panel of experts will discuss who funds the arts now, the pros and cons of arts attendees (i.e., users) bearing most of the costs through ticket purchases and individual contributions alone, and how today's political leaders fit the arts into "public benefits" categories like defense costs and highway bills. With our society facing so many needs and scarce resources, is public funding of the arts a necessity or a luxury? Add your two cents to this important conversation.

EMCEES: **Jane Hill**, *executive director, Sacramento Philharmonic*

**Robert A. Birman**, *executive director, Philharmonia Baroque Orchestra*

**Rob Fong**, *vice mayor, Sacramento City Council District 4*

**Muriel Johnson**, *director, California Arts Council*

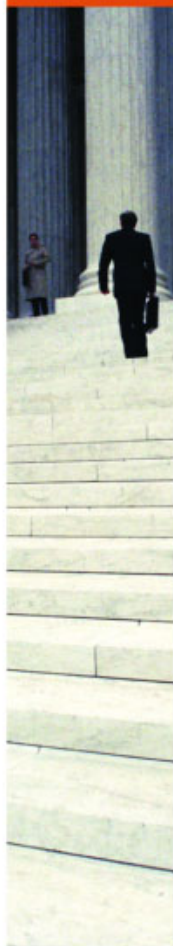
**Mark Leno**, *assemblyman, District 13, San Francisco*

**Kary Schulman**, *director, San Francisco Grants for the Arts*

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**BOOSEY & HAWKES**



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## Capitol Visits

3:15 - 5:00 pm

### Walk to the Capitol

Meet in the Resource Room lobby

Put your legislative briefing and your powers of persuasion to use. Visit your legislators and introduce them to the leaders of California's orchestras and music organizations. Be visible and sing your heart song.

3:15 and 4:00 pm

### An Insider's Tour of the Capitol

Meet on first floor Rotunda at the Statue of Queen Isabella & Columbus

Bill Behnk, coordinator of Legislative Information Systems, has over 30 years of experience working for both the Legislative Analyst and the Legislative Counsel. His tour will include the Chambers in each House and other points of interest in the Capitol including some that are usually off limits.

5:30 - 6:30 pm

### Welcome Reception

Capitol Basement Rotunda

Join your Conference colleagues and government officials to celebrate the opening of the 38th Annual Conference "in the halls of the State Capitol."

SPONSORED BY **DOWNEY BRAND ATTORNEYS, LLP**  
WINE DONATED BY **E. & J. GALLO WINERY**

6:30 - 7:30 pm

Dinner on Your Own, Networking,  
Personal Meetings



8:00 pm

ALL

## A 76-Trombone Welcome in California's River City

**Wells Fargo Pavilion, 1419 H Street**

*Within walking distance of the  
Hyatt Regency Hotel*

A one-of-a-kind theatrical experience, Sacramento's nationally-recognized theatre-in-the-round produces musical theatre. How better to end the first day of Conference on a high note than by enjoying a production of Meredith Wilson's *The Music Man*, theatre's musical tribute to the optimism, warmth and stubbornness of small town America?



**S ADVANCE REGISTRATION REQUIRED**

**Friday, August 11, 2006**

8:00 am - 4:00 pm

## Registration and Resource Room Open

**Convention Center 202**

GOVERNANCE

## Power Seminar

8:30 am - 12:00 pm

**Hyatt Regency Hotel, Golden State**

### Change and Success in the Midst of Chaos

Change was, is, and will continue to be, a necessary part of American business. Whether minor modifications or major upheavals, we will weather the storms if we take accountability for managing the change successfully and realize that we all have a new job—that of change agent.

**Esther Moran**, *president, NMI Management and Training*

INTRODUCTION: **Ralph W. Haskew**, *president, California Symphony*

**S ADVANCE REGISTRATION REQUIRED**

SPONSORED BY **CINDI HUBBARD**

Esther Moran

8:30 – 10:00 am

VOLUNTEERISM  
FUNDRAISING

## 1. Paint and Sell It: Special Event Fundraising

**Convention Center 205**

Learn about two different concepts of having instruments painted and turned into works of art fundraisers as well as attracting community awareness: The violins of the Marin Symphony and the Cellobration of the Modesto Symphony. Hear from the organizers how they took totally different approaches to create a buzz in their communities about their orchestra. This is the chance to hear what worked and what they might have done differently.

**MODERATOR:** **Mark Jordan**, *concertmaster, Modesto Symphony Orchestra; event planning consultant*

**Noralee Monestere**, *executive director, Marin Symphony*

**Paul Jan Zdunek**, *president and ceo, Modesto Symphony Orchestra*

SPONSORED BY **KARINE BEESLEY**

8:30 – 10:00 am

YOUTH

## 2. Youth Tutti

**Convention Center 103**

How do music camps help your young musicians? Should you have one of your own? Do you want to start a jazz ensemble or a chamber group? What about other enrichment programs for youth orchestra members? Young musicians are a precious resource—how can we best nurture them? Many questions... some answers...numerous possibilities...food for thought.

**MODERATOR:** **Sara Salisbury**, *general manager, Peninsula Youth Orchestra*

**Anne Oncken**, *executive director, Sacramento Youth Symphony*

**Michael Neumann**, *music director, Sacramento Youth Symphony*

**Jefferson Packer**, *youth orchestra manager, San Francisco Symphony*

SPONSORED BY **HARRY JACOBS**

10:30 am – 12:00 pm

DEVELOPMENT

## 1. Meet the Funders

**Convention Center 203**

What's new in the world of corporate and foundation giving? What are the new expectations you need to understand— accountability, for instance? This session will help you to understand the competition you face and how you need to position your organization to receive these crucial dollars.

**MODERATOR:** **Jeff Haydon**, *executive director, Ojai Music Festival*

**Earl King**, *vice president & branch manager, Fidelity Investments*

**John McGuirk**, *program officer, performing arts, The William and Flora Hewlett Foundation*

SPONSORED BY **ROBERT A. BIRMAN**

## 2. Volunteers: Waiting in the Wings or Out the Door?

Convention Center 205

Are we successfully identifying and engaging the next generation of volunteers, or are the ranks thinning with no reserves in sight? There is no question that volunteers continue to play a leading role in our orchestras' lives. But the world has changed. Have our approaches to recruiting, utilizing, and retaining these crucial "players" kept pace? Participants are encouraged to bring questions about the topic for discussion.

**Claire Barnes**, *chair, Volunteer Council of the San Francisco Symphony*

SPONSORED BY **BEVERLE RAY**

## 3. A Connoisseur's Guide to Artist Bookings: Holds and Contracts to Care and Feeding

Convention Center 103

Your Music Director has selected the repertoire, so now what are the critical components to take into consideration to find exactly the right soloist? Who do you talk with? Once that soloist is selected, how can you work with artists and artists' managers to ensure that your audience gets the best performance possible? What are those extras that need to be discussed when negotiating a contract to make certain there are no surprises—on either side—at the time of the concert?

MODERATOR: **Cindi Hubbard**, *principal, Cindi Hubbard & Associates*

**Romana Jaroff**, *vice president booking manager/vocal division, IMG Artists*

**Don Osborne**, *director, California Artists Management*

SPONSORED BY **DREW CADY**

## 4. Audience Surveys Can Tell the Story

Convention Center 105

What do you want to know? How do you get the right information? Audience surveys, market surveys, focus groups, analysis—it's all there for the asking.

**Jennifer D. Franz, Ph.D.**, *president, JD Franz Research, Inc.*

SPONSORED BY **JOSEPH TRUSKOT**

ALL

## Luncheon



Wayne S. Brown

NATIONAL  
ENDOWMENT  
FOR THE ARTS

12:00 - 2:00 pm

## Convention Center 204

- With Guest Speaker **Wayne S. Brown**, *director of music and opera, National Endowment for the Arts*

Wayne Brown has been associated with orchestras since 1979 when he started at the Detroit Symphony Orchestra. He has been at the Endowment since 1997 and serves as the agency's national policy advisor for the fields of Music and Opera.

- Introduction by **Heather Noonan**, *director government affairs and education advocacy, American Symphony Orchestra League*
- Drawing for the 24-bottle Connoisseur's Collection of fine wines

S ADVANCE REGISTRATION REQUIRED

2:30 am - 4:00 pm

ARTISTIC

## 1. Contemporary Composers: Can "New Music" Intrigue Your Old Audience— and Attract Newcomers?

### Convention Center 103

Can we make our concert halls more than "museums to past greatness?" Conductors and composers who are addressing these issues share their opinions and approaches—including how to erase that furrow from your marketing director's brow.

MODERATOR: **Karla Lemon**, *conductor*

**Jon Jang**, *composer*

**Gang Situ**, *composer*

**Laurie San Martin**, *composer and co-director, Empyrean Ensemble*

**Michael Morgan**, *music director, Sacramento Philharmonic and Oakland East Bay Symphony*

SPONSORED BY **JANE HILL**

## 2. Viral Marketing

Convention Center 203

A new disease?—or an antibiotic to cure your marketing woes? Just keeping up with how technology can ramp up your marketing plan is time-consuming. Let our in-the-know presenters share some of the latest ideas and shifting marketing strategies. The blogosphere awaits!

MODERATOR: **Debbie Chinn**, *executive director, California Shakespeare Theater*

**Richard Rojo**, *director of strategic communications, CSU Sacramento*

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## 3. Donor Confidential

Convention Center 205

Are all causes equal or do you have to have a love of something before you give? A panel of donors tells it like it is! Hear from people who are major donors and learn from them about approaches and information that could help your development efforts.

MODERATOR: **Cynthia Shilkret**, *board member, Friends of Cerritos Center*

**Paula Gambs**, *president, New Century Chamber Orchestra*

**Barbara Jackson**, *board member, Mondavi Center for the Performing Arts*

**Mike Morris**, *president, Ojai Music Festival*

**Sue Totten**, *vice president development, Pacific Symphony Orchestra*

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## Take the K Street Trolley to Old Sacramento or carpool/taxi (taxi \$10 minimum)

## Dinner at the California State Railroad Museum Roundhouse

111 I Street

Spend a unique evening laden with atmosphere and history. Start with dinner at the California State Railroad Museum, located in Old Sacramento, one of North America's finest and most visited railroad museums. Enjoy a meal prepared and served by Fat's Catering, one of Sacramento's pioneer families and noted restaurateurs, in the Roundhouse, the historic locomotive shed built around a massive turntable.

WINE DONATED BY **LUCCHESI VINEYARDS & WINERY**

ALL

## “California Compositions”

GOLD  
MOUNTAIN

金山

8:00 – 9:30 pm

### Railroad Museum

The Sacramento Philharmonic 2006-2007 10th Anniversary Season features the Gold Mountain project, a tribute to Chinese contributions to California, with commissions by composers Jon Jang and Gang Situ. This preview for ACSO Conference attendees features The Jon Jang Seven with selections from Jang’s new CD *Paper Son, Paper Song*.

(Q&A will follow the performance led by William Littler of the *Toronto Star*)

CONCERT SPONSORED BY **NATIONAL UNIVERSITY**

*Very limited seating, reserve early*

**S ADVANCE REGISTRATION REQUIRED**

SACRAMENTO  
PHILHARMONIC  
*Michael Morgan, Music Director*



Saturday, August 12, 2006

8:00 am – 12:00 pm

### Registration and Resource Room Open

Convention Center 202

9:00 – 11:00 am

**VOLUNTEERISM**

### From the Heart: Volunteer’s Workshop

Hyatt Regency Hotel, Big Sur, Second Floor

Is your volunteer structure working at its highest potential? This workshop will cover topics that relate to strengthening your organization such as communications, strategic planning, event planning, stewardship, accountability, and succession planning.

Georgia Waid, *volunteer management and fundraising consultant*

SPONSORED BY **DR. SYLVIA SHEPHERD**

## 1. Minding the Money: The Buck Stops with the Board

Convention Center 205

This session will explore the trends of various sized California Symphony Boards. How are we dealing with investments, endowment draws, balance sheets and FASB rules? Share your experience and get your questions answered.

MODERATOR: **Liz Sumner**, *past president, San Luis Obispo Symphony Board of Directors*

**Terry Brown**, *board member, Music in the Mountains; UBS*

**Jed Coffin, IV**, *principal, Arts Finance Resources*

**New Name**, *whatever*

SPONSORED BY **WESTAMERICA BANK, LOUIS BARTOLINI, DIRECTOR**

## 2. Room For One More?

Convention Center 103

Arts organizations are expanding programming and services. New ones are springing up. There's competition for board members, volunteers, and patrons. How do we deal with an increasingly competitive environment? Do you/should you work together? What happens if you put your head in the sand and say "we were here FIRST?" A provocative session on collaboration and conflict as viewed by constituents and others who affect our success.

MODERATOR: **Drew Cady**, *San Diego*

**Jane Hill**, *executive director, Sacramento Philharmonic*

**Cassandra Jennings**, *assistant city manager, City of Sacramento*

**Joe Truskot**, *executive director, Monterey Symphony*

**Paul Jan Zdunek**, *president and ceo, Modesto Symphony Orchestra*

SPONSORED BY **KARLA LEMON**

## 3. Everyone's a Critic! Music Critics: Who Are They? What Can They Tell Us? Are They a Dying Breed?

Convention Center 203

With the arrival of Blogs, interactive online newsletters and concert response devices, everyone's a critic. Do critics themselves think their field is passé? What can they tell us about the changes in their field? In ours? What's ahead? And how will it affect orchestras?

MODERATOR: **Gary Ginstling**, *director of communications and external affairs, San Francisco Symphony*

**Robert Commanday**, *founding and emeritus editor, San Francisco Classical Voice*

**William Littler**, *music critic, Toronto Star*

**Edward Ortiz**, *arts writer, Sacramento Bee*

**Patricia Beach Smith**, *former music critic, Sacramento Bee*

SPONSORED BY **LIZ SUMMER**

10:45 am - 12:00 pm

EDUCATION

## 1. Campus Classics: Ingredients for Successful School-Based Programs

Convention Center 205

What ingredients are essential for the success of your orchestra's school-based education programs? This session will explore "best practices" components such as teacher professional development, musician training, interdisciplinary curriculum development, resources for teachers/classrooms, participatory learning experiences for children, parental involvement, evaluation, and more.

MODERATOR: **Ron Gallman**, *director of education, San Francisco Symphony*  
**Sarah Bullock**, *director of education, Berkeley Symphony*  
**Jerri Price**, *director of education, Pasadena Symphony*

SPONSORED BY **CYNTHIA SHILKRET**

10:45 am - 12:00 pm

ADMINISTRATION

## 2. STATE of Mind

Convention Center 103

As a follow-up to "Room For One More?" this session takes an in-depth look at the Modesto Symphony Orchestra's current approach to acquiring or aligning with other local arts organizations. Believing that success breeds success, the MSOA has increased its presence, position and potential through arts partnerships and has recently engaged in a pioneering arts management model that places the team of the MSOA at the center of Modesto's newly renovated State Theatre, an independent film and performance venue.

MODERATOR: **Paul Jan Zdunek**, *president and ceo, Modesto Symphony Orchestra*

**Lora Unger**, *general manager, Modesto Symphony Orchestra*

**Michael Zagaris**, *president, State Theatre of Modesto, Inc. Board of Directors*

SPONSORED BY **CERRITOS CENTER FOR THE PERFORMING ARTS**  Cerritos Center for the Performing Arts

10:45 am - 12:00 pm

GOVERNANCE

## 3. Board 101: Essential Board Governance

Convention Center 203

Every year, new volunteers join the ranks of the top echelon of society—Symphony Board members. Even those who have served for several years can often benefit from a refresher course in basic board roles and responsibilities, including leadership development tips and the importance of the nominating committee. Striking (no pun intended) the right balance of authority and responsibility can lead to heightened effectiveness and improved morale. A must for new Board leaders and those who aspire to replace them.

**Robert A. Birman**, *executive director, Philharmonia Baroque Orchestra*

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John Buckman

**Magnatune**  
www.magnatune.com

12:00 – 2:00 pm

**Convention Center 204**

- With Guest Speaker John Buckman, founder, Magnatune
- Introduction by Robert A. Birman executive director, Philharmonia Baroque Orchestra
- WISE Musical Drawing

### Will the Internet Save Classical Music?

The online marketplace is quickly becoming the medium of choice for young music buyers who wish to discover classical music. John Buckman, founder of the music portal, Magnatune, shares his unique insight into promoting and selling music on the Internet. It's no accident that classical music is the top selling genre at Magnatune, and the third highest on iTunes. Learn about the growing market for orchestra music on the Internet and how and in what way it is made more interesting to younger audiences.

**S ADVANCE REGISTRATION REQUIRED**

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**TOYOTA**

2:15 – 3:30 pm

**MARKETING**

### Research, Analyze, Action!

**Hyatt Regency Hotel, Big Sur, Second Floor**

Shape your media/creative decisions and new customer acquisition, sponsorship, and diversity/outreach strategies utilizing practical and actionable solutions based on data contributed by ACSO member organizations. *handshake* Marketing, which specializes in behavioral targeting and practical campaign applications with successful experience in concert acquisition applications and programs, has donated valuable project work for this presentation focusing on behavioral targets that will drive your future ticket sales and donor revenue streams.

**Jon Pelzer**, president of client relations, *handshake* Marketing

INTRODUCTION: **Stacey Street**, executive director, California Symphony

SPONSORED BY **STACEY STREET**

## Mozart and Merlot—a Classic Pairing?

**Hyatt Regency Hotel,  
Golden State, Second Floor**

Can listening to a divertimento by Mozart while drinking your favorite mellow vintage wine cause it to taste harsh and acidic? Can listening to a CD of Scottish marches played by the Edinburgh Police Pipe Band make a jug wine taste as good as the pricey Private Reserve Selection? YES! Come have fun at the ACSO fundraiser while learning more about wine and music.



**Bill Leigon**, *president, Hahn Estates Winery and Huntington Wines* (right)  
**Asher Raboy**, *music director, Napa Valley Symphony* (left)

**S ADVANCE REGISTRATION REQUIRED**

SPONSORED BY **ANDREA LAGUNI**



The Association of California Symphony Orchestras  
is supported in part by a grant from the California Arts Council

## NMI MANAGEMENT AND TRAINING SERVICES

Esther Moran is President of NMI Management and Training Services and is a communications expert. She has successfully designed and facilitated a strategic planning retreat for the California Symphony's Board of Directors. She is a noted motivational, keynote and guest speaker. In addition to her speaking engagements, Ms. Moran has published articles and has been interviewed on KGO, an ABC affiliate. Ms. Moran has over twenty-five years in-depth experience in:

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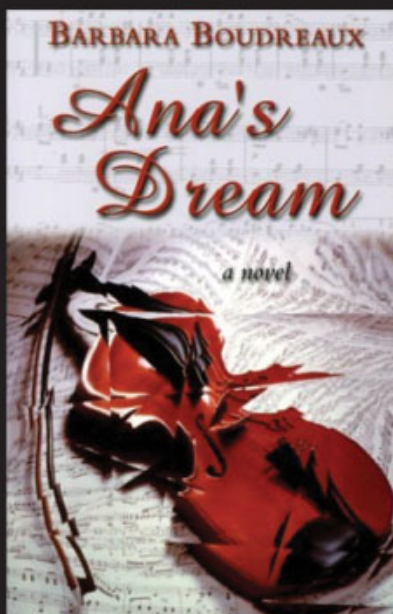
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audience was  
ecstatic...*

*Backstage was  
total bedlam.  
Fans pressed  
forward to see  
the priceless  
Guarneri,  
gleaming in its  
leather case...*

*Then, a total  
blackout, cries.  
Someone fell...  
someone ran...*

*In the silence, Daniel Lessing moaned in agony. "Oh, help me! My violin! Someone has taken my violin!"*

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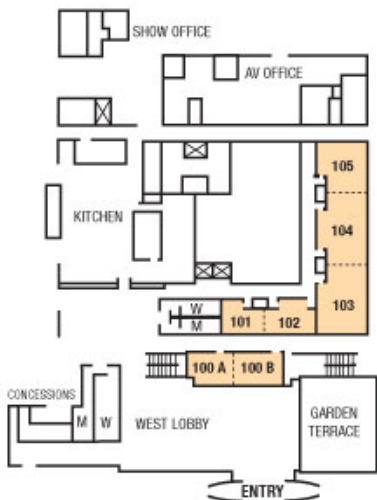
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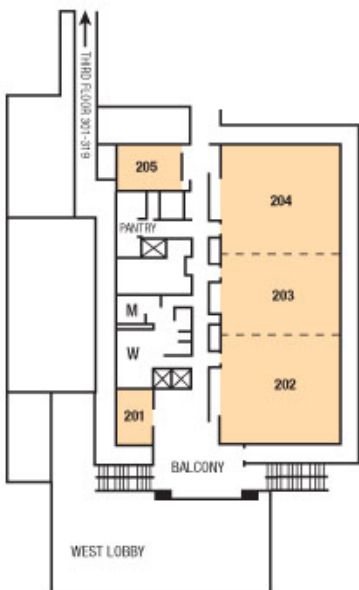
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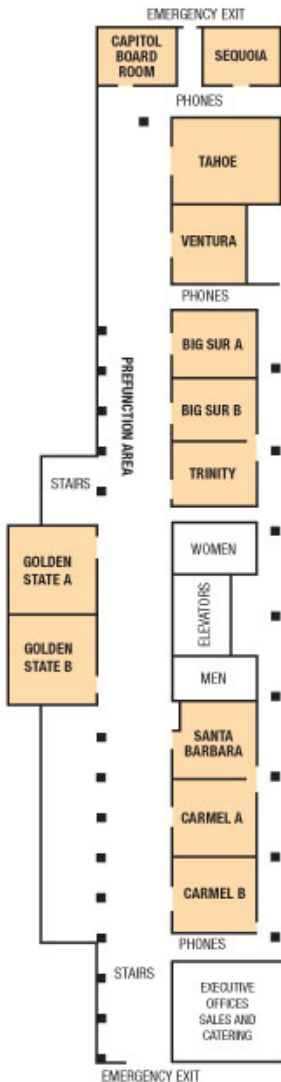


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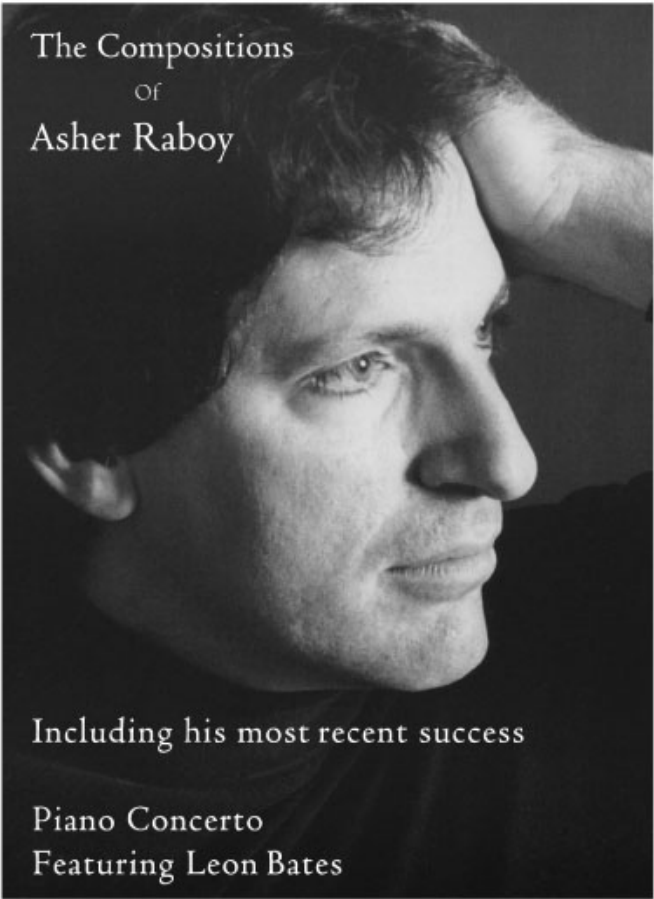


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